GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:2332
ANSWERED ON:09.05.2016
Incredible Indian Himalayas
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Will the Minister of TOURISM be pleased to state:

(a) whether the campaign "777 Days of Incredible Indian Himalayas" has been a success;
(b) if so, the details thereof;
(c) whether such campaigns are under the consideration of the Government for various other places/regions in the country;
(d) if so, the details thereof; and
(e) the details of places identified and selected in this regard?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) to (e): Incredible India campaigns including '777 days of Incredible Indian Himalayas' are successfully released in various media including print, television, online and outdoor to showcase tourism potential of India and to increase foreign tourist arrivals to the country.

The Ministry of Tourism promotes India as a holistic destination in the domestic and international markets. As a part of its promotional activities, the Ministry of Tourism releases campaigns in the international & domestic markets under the Incredible India brand-line, showcases various tourism destinations and products including Jammu & Kashmir and North East region of India. In addition to this, the Ministry of Tourism promotes various tourism destinations and products through its website and publicity and promotional material produced by it, from time to time.

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